



RAISING THE STANDARD FOR VISION IN GEORGIA



**MAIN OFFICE**

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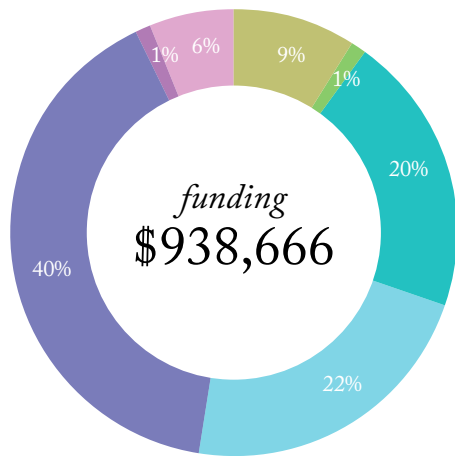
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**ONLINE**

www.pbga.org



Visit [www.pbga.org](http://www.pbga.org) to see the FY 2014 audited financial statement.



- Individual \$80,126
- Corporate \$11,536
- Special Events \$208,297
- Foundations and Institutional Giving \$188,315
- Drive for Sight \$378,336
- Program Service Revenue \$12,056
- Endowment \$60,000

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*dear friends,*

As the new President and Chief Executive Officer of Prevent Blindness Georgia, I have several people to thank. First, I want to thank the Board of Directors for instilling their faith in me to lead the organization into the next phase of our growth and development. I especially want to thank the organization's senior staff. In the face of some extraordinary circumstances, they continued to demonstrate their commitment to PBGA and prove their mettle in carrying out our mission to prevent blindness and preserve sight. Their passion for excellence is unparalleled in my 25 years of experience in healthcare.

We have just completed another very successful program year providing invaluable vision screenings to children and much needed vision services to adults. We did face some challenges due to the severe winter weather, but again served more than 35,000 children and adults. We also partnered with the Georgia Department of Public Health in training select health districts on the plusoptiX photoscreener.

As we prepare to move into our next program year, we do so with the excitement that we are in our 50th year of service to Georgians! Reflecting on the past, we take pride in the thousands of people we have served and yet feel a sense of urgency as we propel the organization into the next 50 years. As such, in the start of the next year, we will adopt a three year strategic plan with expert consulting assistance and will begin implementing a detailed marketing plan to sharpen our message to all PBGA stakeholders.

Key components of the strategic plan will be to increase our reach across Georgia, expand our vision services, and provide a leadership role in the development of two separate collaborative initiatives.

We hope you share our enthusiasm as we take a moment to reflect on 50 years of success and continue your steadfast support for Prevent Blindness Georgia as we move into the next exciting era of promoting a lifetime of healthy vision for all Georgians.

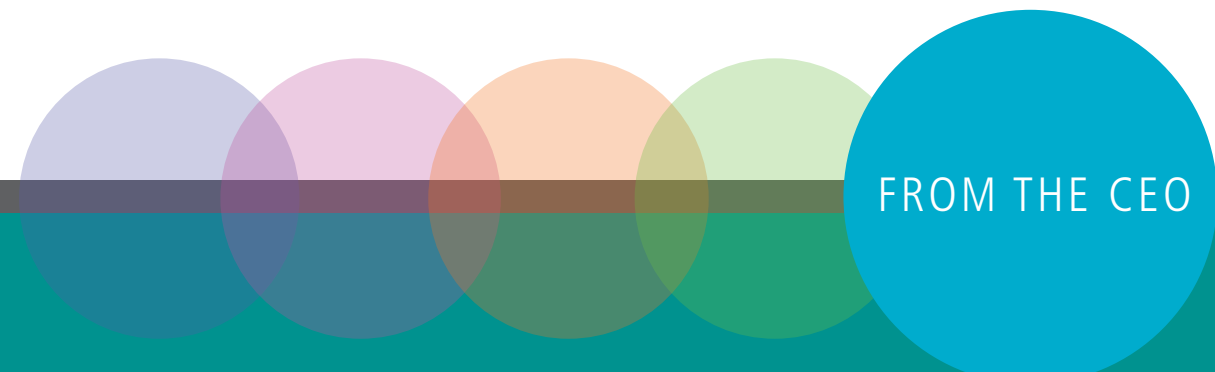
For the best in eye health,



**William F. Burke**  
President & CEO



**William F. Burke**  
PRESIDENT & CEO



FROM THE CEO



# PREVENT BLINDNESS GEORGIA

*We continue to  
outperform expectations.*

During the past 18 years, Prevent Blindness Georgia tripled its service delivery and operating budget while offering new programs in public education, training, and direct vision care to Georgians in need.

#### Our Focus

Prevent Blindness Georgia (PBGA) is the state's leading nonprofit eye health and education organization. For half a century, our mission has been to prevent blindness and preserve sight for all Georgians. PBGA offers an array of services for children and adults with a focus on promoting a continuum of vision care through public education; certified vision screening and training; patient service programs and advocacy; and community outreach. As leaders in the vision field, Prevent Blindness Georgia partners with over 60 community agencies to achieve our mission.



#### ADULT PROGRAMS.

Vision disorders are now the fifth most prevalent condition among adults 65 and older. By 2030, it is anticipated that the rate of vision disorders will double in Georgia. These diseases frequently have no symptoms so thousands of people lose their vision unnecessarily because they did not have access to early detection and timely treatment. PBGA offers significant services to help Georgians preserve their sight.

By 2030, it is anticipated  
that the rate of vision disorders  
will double in Georgia.

**Vision Outreach™** provides quality eye exams and eyeglasses to indigent, low income and uninsured adults. Referrals for follow-up care are provided to individuals suspected of having glaucoma, cataracts, diabetic retinopathy, macular degeneration and other vision-limiting conditions. In the 2014 program year, Vision Outreach served 3,001 individuals.

**Georgia Retinal Imaging Project** utilizes a portable retinal camera as part of a community-based screening program for people at risk for glaucoma and/or diabetic retinopathy and makes referrals for necessary treatment. In the 2014 program year, this program served 897 individuals.

**Glaucoma Treatment Project** provides eye care and medication to previously diagnosed clients who qualify financially. All patients enrolled in the program are evaluated by an ophthalmologist, receive prescription medications to manage their glaucoma and are monitored regularly.



#### CHILDREN'S PROGRAM.

Many children are not aware they do not see as well as they could and since most of what a child learns is visual, good eyesight is essential for learning. School children may be diagnosed as having learning difficulties or behavioral problems, when they are actually suffering from poor vision. If not treated, the problem may lead to permanent vision loss or blindness in one or both eyes, possibly affecting performance in school and other activities.

**Star Pupils™** performs screenings for three to five-year-old children in lottery-funded and private preschools statewide. Historically, 6% of the children who are tested fail the vision screening each year and are referred to an eye doctor for evaluation. The children's program trains school nurses, public health nurses and pediatric office staff across the state to vision screen effectively according to Prevent Blindness best practices. In 2014, the Star Pupils™ trained 639 people across the state to perform children's vision screenings. We also implemented the advanced technology of the plusoptiX photoscreener in several locations. Star Pupils™ works with families to provide resources for eye exams and glasses, as needed. In the 2014 program year, this program served 29,659 children.



*"When you're told that  
your child has a cataract,  
you're terrified."*

- Joshua's parents

Joshua had his eyes checked by a pediatrician at age 4 and passed the routine eye exam. However, during a screening at his school by Prevent Blindness Georgia later that year, the vision screener suspected a problem in Joshua's right eye. This suspicion was confirmed by an ophthalmologist who diagnosed a cataract in Joshua's right eye and referred him to a pediatric ophthalmologist in Atlanta. Surgery was necessary to preserve Joshua's eyesight and improve his quality of life. Joshua's mom explained, "We cringe to think what the outcome would have been without our son being tested thoroughly, beyond a pediatrician."

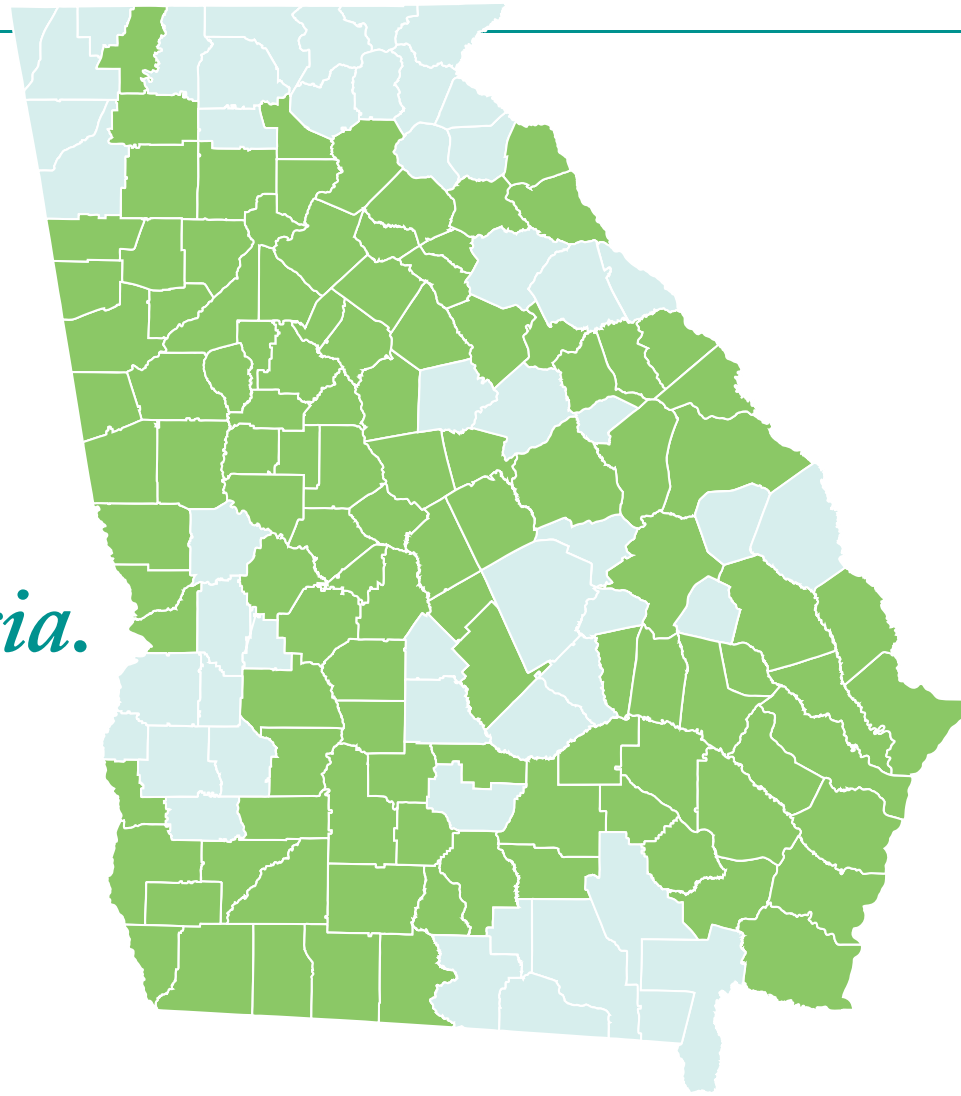
6%

OF CHILDREN TESTED FAIL  
THE VISION SCREENING

639

INDIVIDUALS WERE TRAINED  
TO PERFORM CHILDREN'S  
VISION SCREENINGS

## *We protect the gift of eyesight. For all of Georgia.*



PBGA touches every part of this state. In Program Year 2014 (July 1 – June 30), we provided direct services to 3,001 adults and 31,446 children in 107 counties.

We were pleased to form a particularly-beneficial partnership with Social Apostolate of Savannah. This missionary organization provides access to an especially hard-to-reach population and is a natural outlet for PBGA's vision services. Not only that, but this partnership has allowed PBGA to expand our reach geographically.



**The Georgia Vision Collaborative**, reconvened by PBGA, aims to reduce the burden of vision loss and enhance the lives of adults statewide who have permanently lost their vision. The Collaborative has strengthened relationships between vision and vision-related agencies in Georgia in order to identify and reduce gaps in vision services, educate the public and those at risk of vision health and improve

access to locations where vision services are offered. In 2013, the Collaborative hosted its first annual Focus on Eye Health: An Aging Eye Summit to educate professionals who work with people at risk for aging eye disease. The group also produced the first draft of its statewide directory for adult vision services, the Georgia Vision Resource Guide.

**Children's Vision Georgia.** PBGA was chosen along with four other Prevent Blindness affiliates in 2009 to participate in the newly formed National Center for Children's Vision and Eye Health, dedicated to healthy vision for all children. In conjunction with Maternal and Child Health in the Georgia Department of Public Health, PBGA has assembled Children's Vision Georgia, a coalition of agencies and leaders in children's health and education. This group examines the effectiveness of local efforts to promote children's vision health and performs activities to support the goals of the National Center. The group has also been making preparations to disseminate and promote the new children's vision screening recommendations that will be released in 2014 by the National Center.

**Kids Vision for Life.** In recognition of World Sight Day, a global initiative that focuses on bringing attention to blindness and vision impairment, the Alcon Foundation and the Essilor Vision Foundation partnered with PBGA to bring the Kids Vision for Life program to Gwinnett's Peachtree Elementary School for the second year.

Kids Vision For Life provides eye exams and eyeglasses free of charge to at-risk students from low-income families who would not receive them otherwise, and to educate parents and communities about the importance of children's vision care.



**Drive for Sight Program.** PBGA's children and adult programs receive funds from the Georgia Department of Public Health's Drive for Sight Program. Drive for Sight provides support for vision services throughout Georgia based on funds generated from voluntary contributions. Georgia drivers may donate one dollar or more at the time of their initial or renewal application for drivers' licenses at any Georgia Department of Driver Services Customer Service Center location or online.



*"We believe wholeheartedly  
— Prevent Blindness  
Georgia saved her vision."  
- Valentina's parents*

It started with headaches. Then at a pediatrician's visit, Valentina, age 5, couldn't read the eye chart with her left eye. The doctor suggested that there was probably nothing wrong and that Valentina could be re-checked at her age 6 visit. A month later, Valentina's parents received her results from a preschool vision screening by PBGA. Alarmingly, Valentina was 20/80 in her left eye. An immediate diagnosis by an eye doctor revealed amblyopia in Valentina's left eye. Amblyopia, or "lazy eye" blindness, is the leading cause of childhood blindness. Since being treated with glasses just months ago, Valentina's eyesight is significantly improving. Valentina's mom said, "Had we waited another year, Valentina may never have been able to see out of her left eye again."

# The special events were richly rewarding.



**TEA TO SEE.**  
**February 23, 2014, Piedmont Driving Club.**  
 New and old friends gathered at the Tea to See and collectively raised more than \$18,000 to support our sight saving work. During this event, we introduced a new fundraising initiative — the Jenny Pomeroy Circle of Service. The Circle of Service was designed to honor the life and legacy of Jenny Pomeroy and her dedication to preventing blindness for all Georgians.



**BREWS AND CHEWS FOR VISION.**  
**August 23, 2013, Monday Night Brewing.**  
 Monday Night Brewing was the perfect venue for friends to enjoy a beautiful summer evening and support a great cause. Our message was well received by 250 guests, many of whom had not been previously exposed to our organization. We raised more than \$5,000 to support our sight-saving programs.



**SWING FORE SIGHT.**  
**October 15, 2013, Chateau Elan.**  
 In its 18th year, the National Vision Swing Fore Sight Golf Tournament netted more than \$200,000 in support of PBGA. National Vision, Inc. is a valued PBGA partner, and we are grateful and honored to have them as the title sponsor for this event.



*“Jenny’s passion for vision health – and more importantly people – was an inspiration to all. The Jenny Pomeroy Circle of Service ensures that Jenny’s mission, and legacy, will live on.”*

- Bill Burke, President & CEO  
 Prevent Blindness Georgia

## THE JENNY POMEROY CIRCLE OF SERVICE.

PBGA is honored to introduce the Jenny Pomeroy Circle of Service, an annual giving initiative to benefit our direct services across the state. The Circle of Service was created to celebrate the life and honor the legacy of PBGA’s long-time leader, Jenny Pomeroy, who gave tirelessly of her time and effort to our mission. PBGA will allow members of the Jenny Pomeroy Circle of Service to affect vision services across the state. Donors will have the opportunity to designate their donation to:

- Where it’s needed most
- Adult vision programs in a county or region of their choice
- Children’s vision programs in a county or region of their choice

## MEMBERSHIP

Membership in the Circle of Service is offered to donors who contribute within several levels of giving, starting at \$1,000, during the fiscal year (April 1 – March 31). Gifts can include donations and matching gifts.

## SUPPORT

PREVENT BLINDNESS GEORGIA

*changing lives*

THANKS TO YOUR SUPPORT AND DEDICATION TO OUR MISSION

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Amicalola EMC Trust  
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The Chatham Foundation  
The Community Foundation for Greater Atlanta  
Community Foundation of the Chattahoochee Valley  
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Mrs. Charles Scruggs

**GIFT IN MEMORY OF ABBY SHIRLEY**

Mrs. Kathryn and Mr. Kenneth Buffington

**GIFT IN HONOR OF MELODY WITHROW**

Mr. and Mrs. Curtis Powell

*“Our daughter Lisa has been disabled with severe scoliosis for 10 years. She lives with us now, as does our other disabled daughter and her two children. Our household is on a very tight budget. Lisa has needed new glasses for a long while and every time we saved a little for her exam and glasses, an emergency arose that we had to handle. We worried that Lisa would never again be able to see well. Then we heard about Prevent Blindness Georgia. Thank you! Thank you! You were a godsend. We greatly appreciate the ‘gift of sight’ that you provided to our Lisa. May God bless all of you, and the services you provide in our communities.”*

*- Eileen Van Gorder, Kennesaw, Georgia*

## SUPPORT

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*“Every year, without fail, Prevent Blindness Georgia finds children at our preschool who need glasses and/or treatment for impaired eyesight. These children could have gone without detection for several more years and suffered permanent loss of eyesight. The certified vision screening by Prevent Blindness is the saving factor that accomplishes what a pediatrician’s office can’t. We look forward to the screening of our children every year.”*

*- Linda Young, Director of The Preschool, Peachtree Road United Methodist Church*

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